

Conklin's
Self-Filling
Fountain Pen

*Fills
Itself
in 4
seconds*
*Like
This*

The advertisement features a large, stylized illustration of a fountain pen nib at the top left. Below it, the brand name 'Conklin's' is written in a large, decorative script. Underneath, the words 'Self-Filling Fountain Pen' are printed in a bold, sans-serif font. The central focus is a square frame containing a smaller illustration of the pen nib being inserted into a reservoir. To the left of this illustration, the text 'Fills Itself in 4 seconds' is written in a cursive font, and below that, 'Like This' is written in a similar style. The entire advertisement is set against a dark, textured background.



The Conklin Pen Manufacturing Co.
Toledo, Ohio

BOSTON
1017 BLAKE BUILDING
59 TEMPLE PLACE

SAN FRANCISCO
577 MARKET STREET

WINNIPEG, CAN.
346 DONALD ST.

Conklin's
Self-Filling
Fountain Pen

THE fountain pen has become a *necessity* of modern life. It is as essential as the watch. Both are indispensable—the chief concern is to have that which is the best—most modern.

CONKLIN'S *Self-Filling* Fountain Pen is the one *perfected* fountain pen, having during the past nineteen years forged indomitably to the front by sheer force of its simplicity, splendid writing qualities and correct self-filling and self-cleaning principle.

The CONKLIN a Pioneer

The CONKLIN is the ORIGINAL self-filler—as the pioneer, it blazed the trail and created the market for the self-filler type of fountain pen—and has over a million and a half satisfied users. So marked has been the success of CONKLIN'S *Self-Filling* Fountain Pen that of course many followers have sprung up in its path. But it has no equal. No other self-filling device for fountain pens even *approaches* in effectiveness, durability, simplicity and satisfaction the "Crescent-Filler"—the Filling and Cleaning Device that has made the CONKLIN Pen such a great success.

No concealed mechanism is needed for the *Self-Filling* CONKLIN—no parts to unscrew, no springs, no hinges, no complicated parts of any kind. The superiority of CONKLIN'S *Self-Filling* Pen over all other self-fillers is as marked as its superiority over the old-fashioned dropper-filler pen.

The *simplicity* of the CONKLIN is its success. There are no delicate parts about the "Crescent-Filler" to wear out and need constant renewal. Cleaning and filling the CONKLIN entails no friction on any part. This in turn means long life to the pen and satisfaction to the user.

The Perfect Writing Qualities

Its perfect writing qualities constitute another distinct advantage of CONKLIN'S *Self-Filling* Fountain Pen. *It never refuses to write while there is a drop of ink left in the reservoir.* The feed principle insures a steady, uniform flow of ink from start to finish. You don't have to shake or jerk the CONKLIN to start the ink to flow—you don't have to scratch, scratch, scratch before the ink comes.

The CONKLIN writes the instant pen meets paper—smoothly and evenly, without coaxing, without a single blot, skip, stop or scratch. Whether you write fast or slow, heavy or light, backhand or forward, the flow of the CONKLIN is perfect—just the right amount of ink on the end of the pen every writing minute.

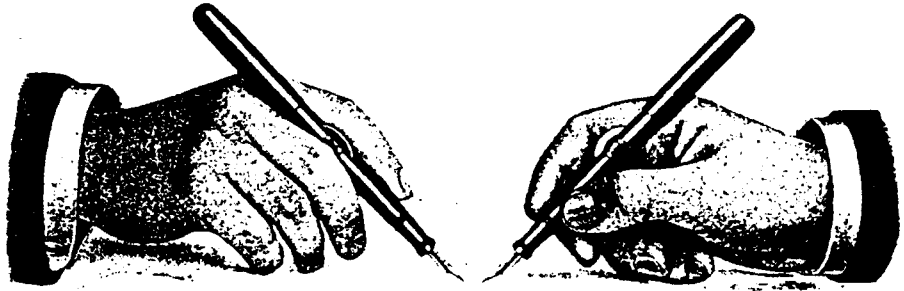
The hard iridium pointed gold pens used in the CONKLIN are made in a large variety of sizes and styles to suit all hands and are unequalled for smooth and easy writing qualities.

Conklin's
Self-Filling
Fountain Pen

The Non-Leakable Feature

When the cap is screwed down over the pen the inner cap fits tightly against the end of the barrel (pen section), thus forming an air-tight and ink-tight chamber. The value of this feature is that the CONKLIN can be carried in side coat pocket or trousers' pocket or in ladies' handbag, in any position, without leaking—it is not necessary to keep it upright.

The "Crescent-Filler"



The "Crescent-Filler" is the most practical and successful self-filling and cleaning device ever used in a fountain pen. This simple and always reliable device is what has made the CONKLIN such a great success. Besides its usefulness as a filling and cleaning device, it prevents the CONKLIN Pen from rolling off the desk and thereby saves repair bills.

The "Crescent-Filler" is not in the way, no matter how pen is held, as will be seen by referring to illustrations above, which show the position of the "Crescent-Filler" when pen is in hand. *For those who write with pen between first and second fingers, pen section may be turned one-quarter to the left, which will bring the "Crescent-Filler" between the fingers as shown in illustration on the left.* By changing position of the pen section, the "Crescent-Filler" may be brought into any position desired, so that it need never be in the way no matter how pen is held.

Our Broad Guarantee

It is the Conklin policy that every user of a CONKLIN Pen shall be a satisfied user. This is the Guarantee of Satisfaction on every CONKLIN *Self-Filling Fountain Pen*:—

Your full satisfaction with a CONKLIN'S SELF-FILLING FOUNTAIN PEN is absolutely guaranteed. Should any dissatisfaction whatever arise, we will give you a new pen or pen point. You can obtain this same service through your dealer from whom the pen was purchased. Should you fail to obtain that high degree of satisfaction from your CONKLIN PEN that your judgment dictates, the full purchase price will be refunded. If pen is sent to us direct with request for refund, give us the dealer's name.

Conklin's
Self-Filling
Fountain Pen



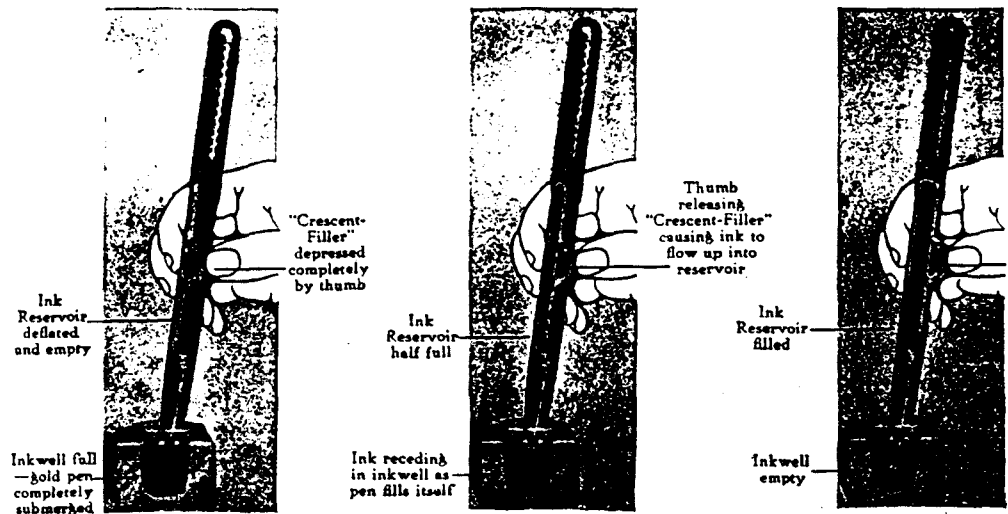
Sectional View No. 1, showing Elastic Ink Reservoir, and "Crescent-Filler" locked in position.



Sectional View No. 2, showing "Crescent-Filler" released, and the Elastic Ink Reservoir compressed ready for filling.

The illustrations on this page show the wonderful simplicity and convenience of CONKLIN'S Self-Filling Fountain Pen. The sectional views above show how the elastic ink reservoir is compressed by pressing on the "Crescent-Filler," while the three illustrations below portray at a glance the simple method of filling and cleaning.

The principle of filling or cleaning the CONKLIN Pen is simplicity itself. Inside the barrel of pen is an elastic ink reservoir made of soft rubber. (Made of best Para rubber—won't get hard and crack.) To fill the pen turn lock-ring so that opening shown in Sectional View No. 1 will be under "Crescent-Filler" (see Sectional View No. 2), compress soft rubber reservoir by a pressure of thumb on "Crescent-Filler," immerse pen in ink to cover end of barrel, release pressure on "Crescent-Filler" allowing ink reservoir to expand in a natural way and it will fill instantly. Turn lock-ring as shown in Sectional View No. 1, which locks "Crescent-Filler" in position, and the pen is ready to write. The entire operation of filling requires about four seconds.





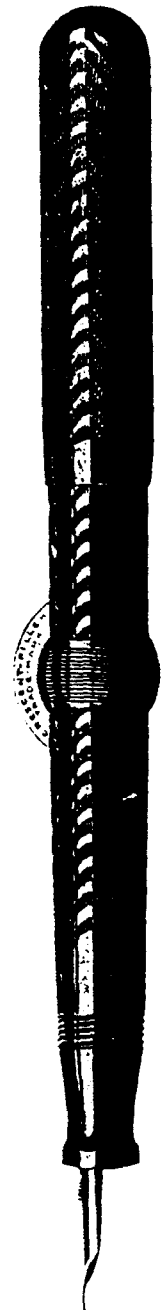
No. 25



No. 20



No. 30



No. 40

This page shows relative sizes in the Regular length.
Illustrations actual size.

For list prices see pages 8 and 9.

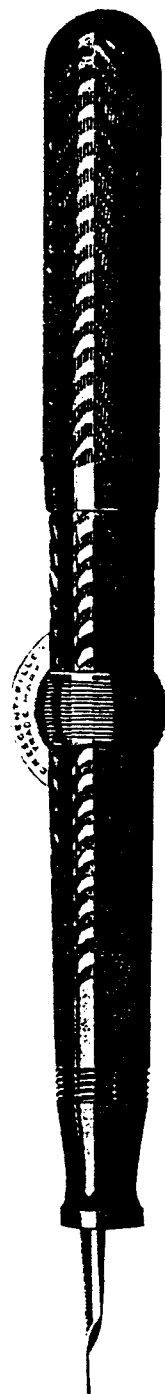
Gonklin's
Self-Filling
Fountain Pen



No. 50



No. 60



No. 70



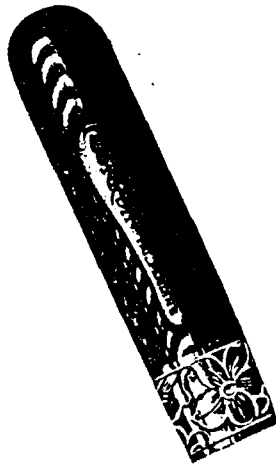
No. 80

This page shows relative sizes in the Regular length.
Illustrations actual size.

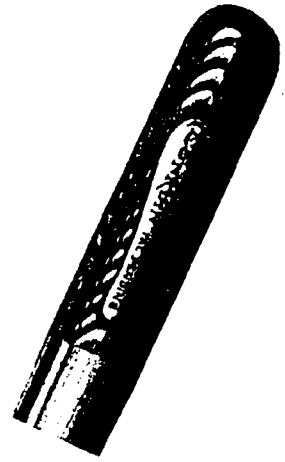
For list prices see pages 8 and 9.

Conklin's
Self-Filling
Fountain Pen

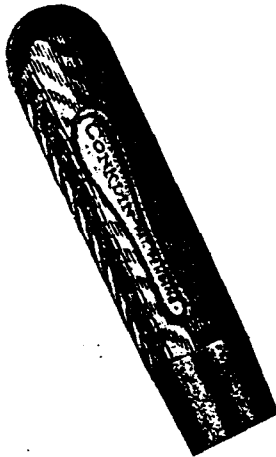
Chased Black Holder



With $\frac{1}{2}$ -inch Engraved Band on Cap.



With $\frac{1}{2}$ -inch Plain Polished Band on Cap.



With $\frac{1}{2}$ -inch Satin Finish Band on Cap.



With $\frac{1}{2}$ -inch Plain Polished or Satin Finish Band on Cap.



Without Band	With $\frac{1}{2}$ -inch Band	With $\frac{1}{2}$ -inch Band
No. 20.....\$2.50	No. 22.....\$3.50	No. 21.....\$3.00
No. 25..... 2.50	No. 252..... 3.50	No. 251..... 3.00
No. 30..... 3.00	No. 32..... 4.00	No. 31..... 3.50
No. 40..... 4.00	No. 42..... 5.00	No. 41..... 4.50
No. 50..... 5.00	No. 52..... 6.00	No. 51..... 5.50
No. 60..... 6.00	No. 62..... 7.00	No. 61..... 6.50
No. 70..... 7.00	No. 72..... 8.00	No. 71..... 7.50
No. 80..... 8.00	No. 82..... 9.00	No. 81..... 8.50

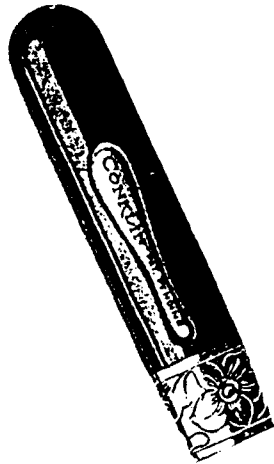
Illustrations are size No. 30. Comparative sizes shown on pages 6 and 7.

Clip adds twenty-five cents to list price.

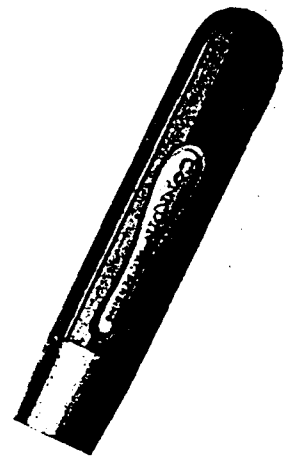
Canadian retail prices 50c additional on list price of each pen.

Conklin's
Self-Filling
Fountain Pen

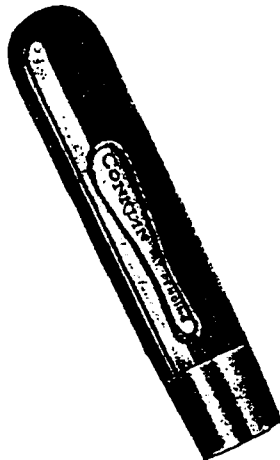
Plain Black Holder



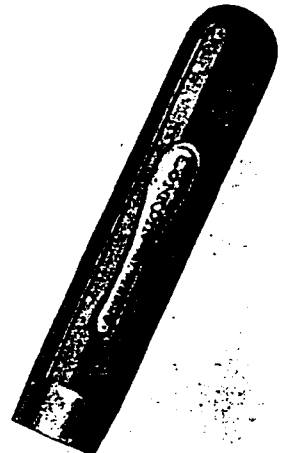
With $\frac{1}{4}$ -inch Engraved Band on Cap.



With $\frac{1}{4}$ -inch Plain Polished Band on Cap.



With $\frac{1}{4}$ -inch Satin Finish Band on Cap.



With $\frac{1}{4}$ -inch Plain Polished or Satin Finish Band on Cap.



Without Band		With $\frac{1}{4}$ -inch Band		With $\frac{1}{4}$ -inch Band	
No. 20.....	\$2.50	No. 22.....	\$3.50	No. 21.....	\$3.00
No. 25.....	2.50	No. 252.....	3.50	No. 251.....	3.00
No. 30.....	3.00	No. 32.....	4.00	No. 31.....	3.50
No. 40.....	4.00	No. 42.....	5.00	No. 41.....	4.50
No. 50.....	5.00	No. 52.....	6.00	No. 51.....	5.50
No. 60.....	6.00	No. 62.....	7.00	No. 61.....	6.50
No. 70.....	7.00	No. 72.....	8.00	No. 71.....	7.50
No. 80.....	8.00	No. 82.....	9.00	No. 81.....	8.50

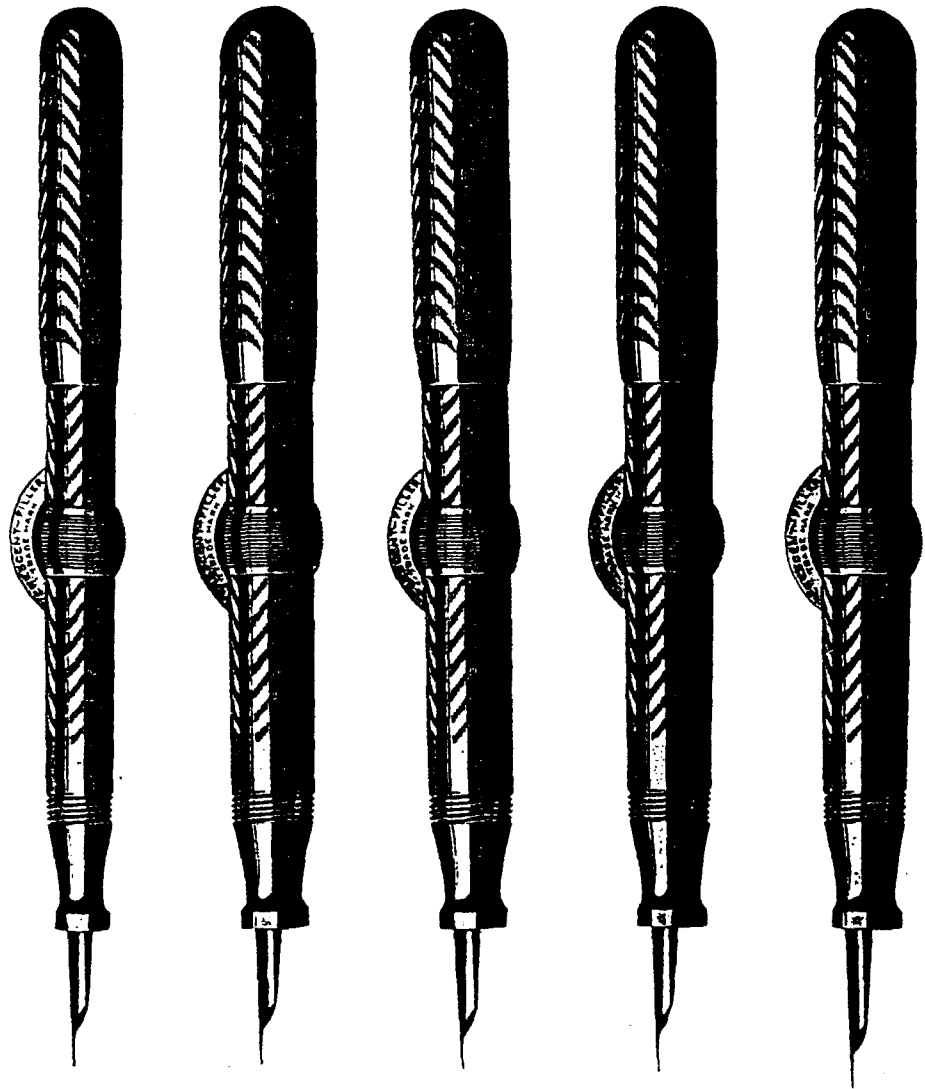
Illustrations are size No. 30. Comparative sizes shown on pages 6 and 7.
Clip adds twenty-five cents to list price.

Canadian retail prices 50c additional on list price of each pen.

Conklin's
Self-Filling
Fountain Pen

Pocket Style

(Short)



No. 25P

No. 20P

No. 30P

No. 40P

No. 50P

This page shows the relative sizes in the Pocket style (Short). Only four inches long when closed. Illustrations actual size.

For list prices see page 11.

On both these Pocket length pens and the Regular length shown on preceding pages, any combination of band and holder can be furnished, i. e., any of the four styles of bands shown can be furnished on any of the caps.

Gonklin's
Self-Filling
Fountain Pen

Chased Black and Plain Black Holders

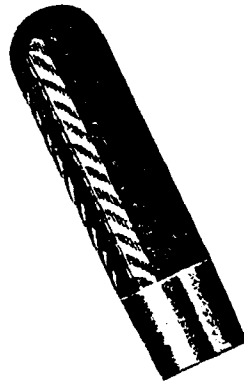
Pocket Style



With 1/4-inch Engraved Band on Cap.



With 1/4-inch Plain Polished Band on Cap.



With 1/4-inch Satin Finish Band on Cap.



With 1/4-inch Plain Polished or Satin Finish Band on Cap.



Without Band

Without Band	With 1/4-inch Band	With 1/4-inch Band
No. 20P.....\$2.50	No. 22P.....\$3.50	No. 21P.....\$3.00
No. 25P..... 2.50	No. 252P..... 3.50	No. 251P..... 3.00
No. 30P..... 3.00	No. 32P..... 4.00	No. 31P..... 3.50
No. 40P..... 4.00	No. 42P..... 5.00	No. 41P..... 4.50
No. 50P..... 5.00	No. 52P..... 6.00	No. 51P..... 5.50
No. 60P..... 6.00	No. 62P..... 7.00	No. 61P..... 6.50

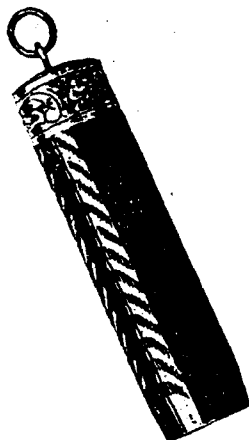
Illustrations are size No. 30. Comparative sizes shown on page 10.

Canadian retail prices 50c additional on list price of each pen.



Chatelaine Pens

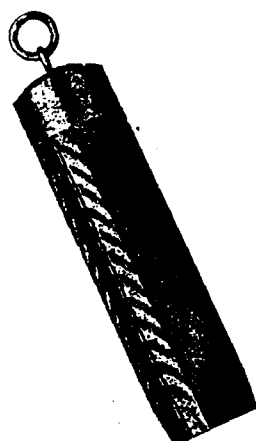
Chased Black or Plain Black Holders



With Engraved Tip and Ring.



With Plain Polished Tip and Ring.



With Satin Finish Tip and Ring.



With Tip and Ring.



With Plain Polished Ring only.

No. 23P.....	\$3.50
No. 253P.....	3.50
No. 33P.....	4.00
No. 43P.....	5.00
No. 53P.....	6.00
No. 63P.....	7.00

The Ring only adds fifty cents to list prices of pens without bands on page 11.

Gold filled Chatelaine Tip and Ring, or Ring only, on end of cap. Can be furnished also in the Regular length (Long) at same prices as above.

Illustrations are No. 30 size. Comparative sizes shown on pages 6, 7 and 10.

Canadian retail prices 50c additional on list price of each pen.

Conklin's
Self-Filling
Fountain Pen

Filigree Pens



No. 210



No. 210P



No. 311

Silver Filigree

No. 210.....	\$ 5.00
No. 310.....	7.00
No. 410.....	8.50
No. 510.....	9.50
No. 610.....	10.50

Gold Filigree

No. 211.....	\$ 7.00
No. 311.....	8.00
No. 411.....	9.50
No. 511.....	10.50
No. 611.....	11.50

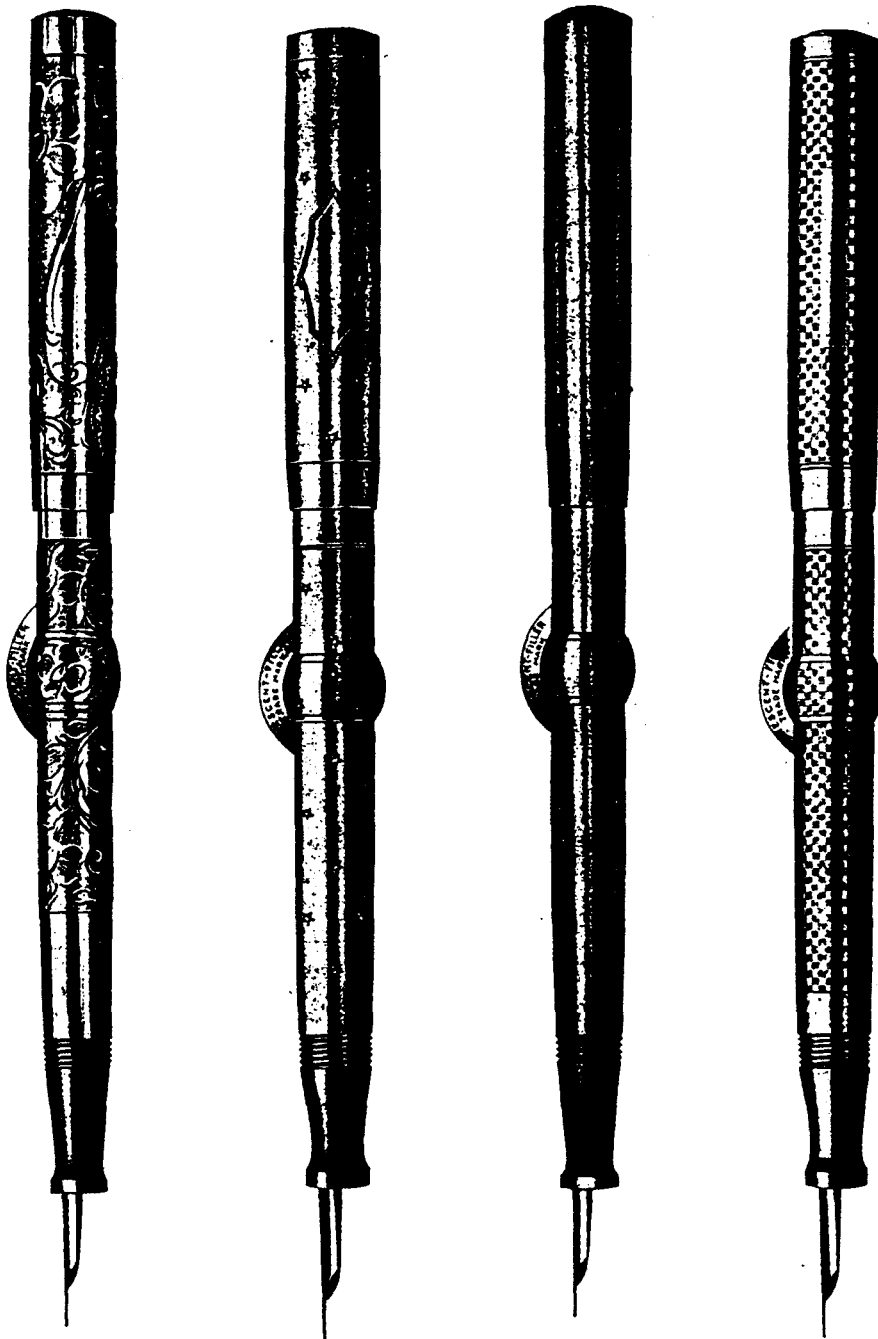
Plain Black Rubber Holder, Sterling Silver or Gold Filled Filigree Covering.

Prices on Pocket (Short length) Filigree Pens same as above

Canadian retail prices 50c additional on list price of each pen.

Conklin
Fountain Pens

Full Gold Covered Pens



Engraved	Star Studded	Plain Polished	Engine Turned
No. 321 Eng..\$12.00	No. 321 Star..\$12.00	No. 321 Pol..\$12.00	No. 321 E. T..\$12.00
No. 421 " .. 13.50	No. 421 " .. 13.50	No. 421 " .. 13.50	No. 421 " .. 13.50
No. 521 " .. 15.00	No. 521 " .. 15.00	No. 521 " .. 15.00	No. 521 " .. 15.00
No. 621 " .. 16.50	No. 621 " .. 16.50	No. 621 " .. 16.50	No. 621 " .. 16.50

Gold Filled Holders, Plain Black Rubber Pen Section. Furnished in Pocket (Short Length) styles at same prices as above.

Canadian retail prices 50c additional on list price of each pen.

Conklin's
 Self-Filling
 Fountain Pen

Emblem Mountings

We are prepared to furnish CONKLIN Pens with the Emblems of various Fraternities, Lodges and Colleges mounted on the gold band of the cap. The illustration of the pen on the left-hand side of this page shows one of these mountings. The mounting and band is shown in its usual position at the lower end of the cap; but the band and mounting can be fitted at the extreme top end of the cap if desired, so that even when the pen is in the vest pocket, the band can be seen. Unless otherwise specified, however, the band will always be fitted at the lower end of the cap (as shown in illustration).

The band is our usual gold filled band, the emblem mounting is solid gold. These emblematic pens furnished on special order only.

The list prices of Emblem mountings are shown below under their respective cuts. The price of each mounting is to be added to the prices of pens listed on pages 8, 9 and 11 (except pens Nos. 70 and 80—prices on emblem mountings for these pens quoted on request).



- | | | | |
|---|--|---|---|
|  |  |  |  |
| Blue Lodge
\$3.50 | Knights Templar
\$4.00 | Scottish Rite
\$4.00 | Mystic Shrine
\$4.00 |
|  |  |  |  |
| Odd Fellows
\$3.50 | Knights of Pythias
\$3.50 | Eagles
\$4.00 | Knights of Columbus
\$3.50 |
|  |  |  |  |
| Elks
\$4.00 | United Commercial
Travelers
\$4.00 | Yale
\$6.00 | Harvard
\$6.00 |
|  |  |  |  |
| Princeton
\$6.00 | Univ. of Penna.
\$6.00 | Univ. of Mich.
\$6.00 | Cornell
\$6.00 |
| | |  | |
| | | Columbia
\$6.00 | |

Conklin's
Ball-Filling
Fountain Pens

Engraving

On all of our gold and silver mountings, there is a blank space for engraving name or initials. The illustration herewith suggests a few styles of engraving, and the price list below it indicates the charge we make for this work.



Style B.M.



Style S.



Style B.



Style O.E.



Style S.M.

Style S	—Script	3c per letter, net
Style B	—Block	4c per letter, net
Style O.E.	—Old English	4c per letter, net
Style S.M.	—Script Monogram	Not more than three letters, 15c, net
Style B.M.	—Block Monogram	Not more than three letters, 25c, net

Minimum Charge for Engraving, 15c.

In addition to the above styles illustrated, we can engrave in any pattern desired. In ordering engravings, write initials or name very distinctly, and be sure that any dates, etc., are accurate, as alterations are difficult and costly, and seldom satisfactory; and are not returnable for credit or exchange. During the Christmas season, engraving orders cannot be executed promptly if received later than December 10th.

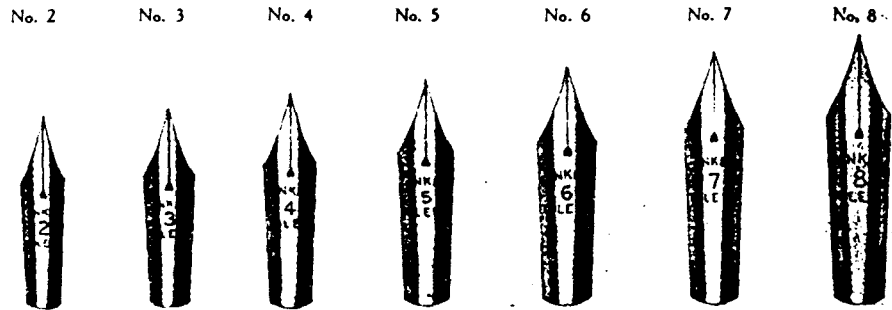
Gold Pens

CONKLIN Gold Pens are unequalled for strength, elasticity, durability, smooth and easy writing qualities. One of the very biggest factors in the CONKLIN'S success is the superlative quality of its gold pens. Made of government gold bricks alloyed to 14-K gold, they are hand tempered and ground by the most skilled workmen to a great variety of points—Extra Fine, Fine, Medium, Coarse, Stub and Manifold, and furnished in varying grades of flexibility from a soft, flexible, to a hard, rigid pen, thus suiting every hand. Stub points are furnished in narrow, medium, broad, extra broad and left oblique.

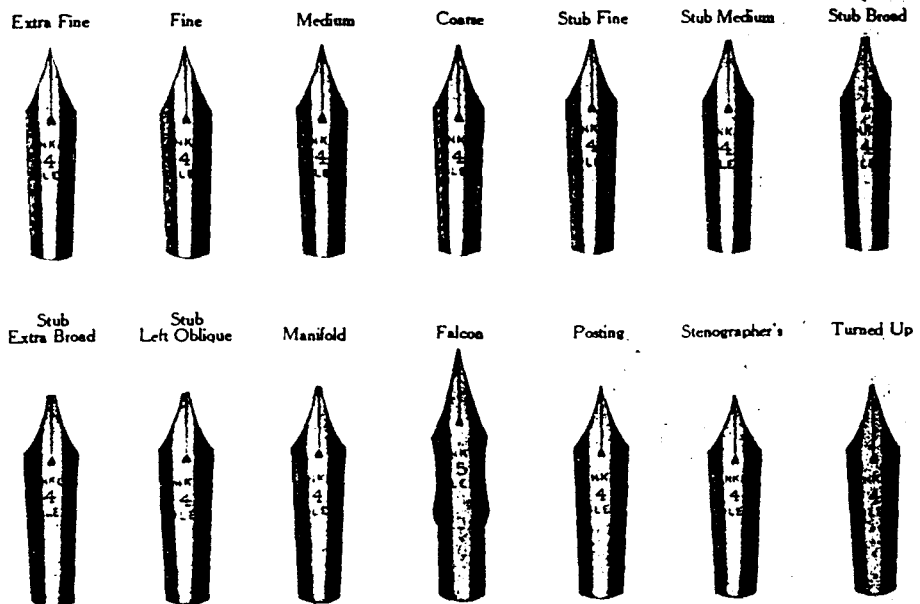
CONKLIN gold pens are supplied in *special nibs*, such as bookkeepers' pens, stenographers' pens and pens with turned-up points. From our large stock we can duplicate the point and action of any steel pen, upon receipt of sample.

Every CONKLIN gold nib is pointed with the highest grade hard indium.

Comparative Sizes



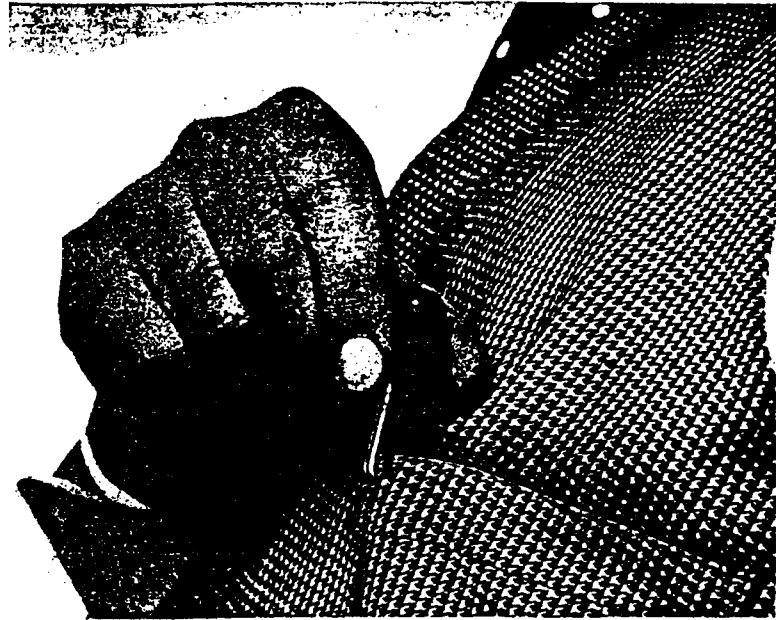
Styles of Points



Illustrations actual size.

Conklin's
Self-Filling
Fountain Pen

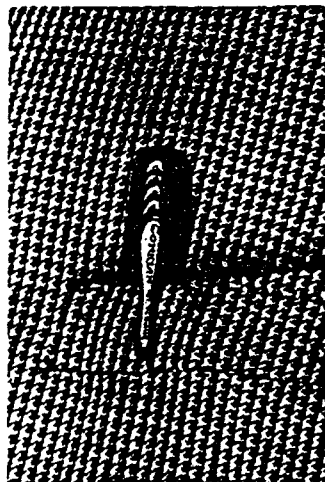
The Conklin Pocket Clip



The CONKLIN Pocket Clip is strongly made, unusually simple in construction, durable and effective. It is securely attached to cap of pen, grips the pocket firmly and does not wear, tear or soil the clothing. It's a protection against loss of fountain pen.

It is what is known as a "one-hand" Clip, i. e., you can slip your pen in your pocket and clasp the clip on your pocket at one operation and with one hand, as shown in the above illustration—it is not necessary to hold the pocket with one hand while you press the clip over the edge of the pocket with the other.

The Gold-plated CONKLIN Clip adds 25c to the retail price of pen; the Sterling Silver Clip adds 50c; the solid 14-karat Gold Clip adds \$2.00.



Showing position of pen with Clip in man's vest pocket.



Position in man's outing shirt, stenographer's shirtwaist or nurse's uniform.

Conklin's
Self-Filling
Fountain Pen

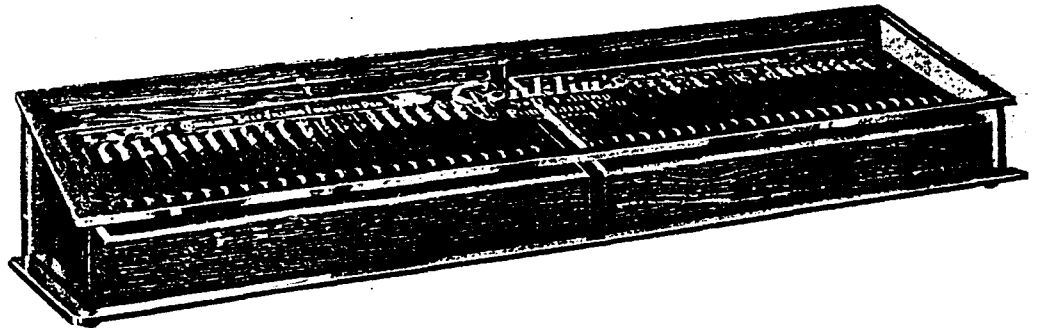
Show Cases

(Counter Cases)

We are offering the trade what we believe is the handsomest line of show cases, for CONKLIN'S Self-Filling Fountain Pens, that has ever been shown.



Our attractive little two-dozen case shown above is loaned with a two-dozen assortment of pens. Its dimensions are $15\frac{1}{2}$ inches long by $8\frac{1}{2}$ inches deep by $4\frac{1}{4}$ inches high. Made of French plate glass, including base. Complete with one plush-lined tray, in Oak, Mahogany or Mission finish, and lock and key for back.

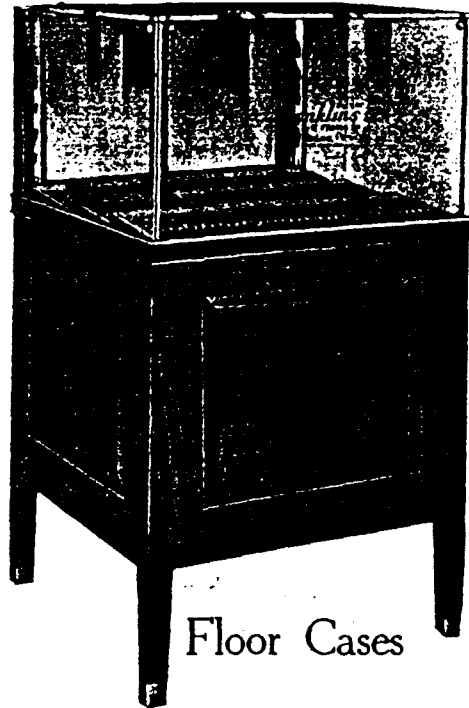


The above illustrates the attractive case we loan with four-dozen assortment of pens. Its dimensions are $29\frac{1}{2}$ inches long by $8\frac{1}{2}$ inches deep by $4\frac{1}{4}$ inches high. Made of French plate glass, including base. Complete with two plush-lined trays, in Oak, Mahogany or Mission finish, and lock and key for back.

In addition to the above we can furnish an unusually attractive six-dozen case because the pens are all in one single line, thereby giving more prominent display. This case is loaned with a six-dozen assortment of pens. Its dimensions are $43\frac{1}{4}$ inches long by $8\frac{1}{2}$ inches deep by $4\frac{1}{4}$ inches high. Made of French plate glass, including base, complete with three plush-lined trays, in Oak, Mahogany or Mission finish, and lock and key for back.

We can also furnish an upright six-dozen Counter Case, 17 inches square at the base and 17 inches high. All cases shipped F. O. B. Toledo.

Conklin's
Self-Filling
Fountain Pen



Floor Cases

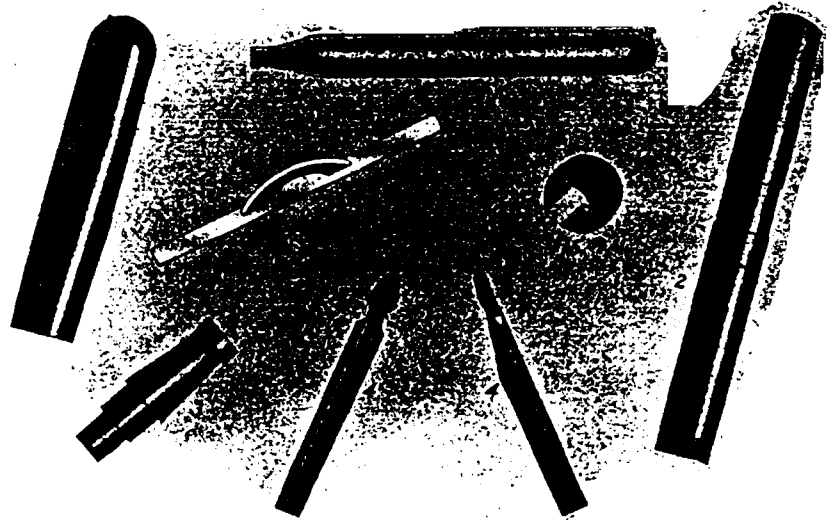
Here's the leader of them all—our nine-dozen show case. 42 inches tall, 23½ inches wide, and 24 inches deep—wood finished in rich Mahogany, Golden Oak or Mission—sanitary base, legs capped with dull-finish brass ferrules—this case is a thing of beauty and ornaments any store interior. Sliding doors on back fitted with mirrors. Capacious drawer and cupboard in base for storing pen boxes, direction sheets, ink, etc. Sliding doors, drawer and cupboard fitted with locks. Complete with trays, same as smaller cases.



Our twelve-dozen case is the same as above except equipped with a shelf to hold three more trays. We also furnish same case as above in a larger size for twenty dozen pens.

The illustration on the left shows a rear view of our nine-dozen Sanitary Base Show Case. All floor cases are shipped knocked down (K. D.) F. O. B. Toledo.

Parts



1.—Cap 2.—Barrel 3.—Pen Section 4.—Feed 5.—Lock-Ring 6.—Crescent-Filler 7.—Ink Reservoir

The simplicity of CONKLIN'S Self-Filling Fountain Pen is graphically illustrated above—it has only seven parts, and none of them of the delicate, complicated type that renders breakage easy. The filling of the CONKLIN entails no friction or wear on any of the parts, and as the whole is too simple to get out of order, it is not an unusual thing for a Self-Filling CONKLIN to give uninterrupted service for ten years or more. That's a record we are proud of.

Our Exclusive "Two-Point Contact"

Note the "Crescent-Filler" (No. 6) in the above group. Observe that the little projecting oval strip ("Crescent-Filler") is attached to the flat bar (Presser Bar) at each end—it comes in contact with bar at two places, i. e. *two-point contact*.

Here's the advantage: In filling, when the thumb presses down the "Crescent-Filler," this two-point contact gives an even, level pressure all along the length of the presser bar, thereby resulting in complete compression of the ink reservoir—the presser bar is not down at one end and up at the other, as is so frequently the case where there is only a single point of contact right in the center of the presser-bar, or where the presser-bar is attached to the barrel at one end (both ends of our presser-bar are loose and free).

Unless the ink reservoir is *fully compressed*, it will not fill completely—it will be partly filled with ink and partly with air-bubbles. That not only causes the ink to feed poorly when writing, but necessitates more frequent filling of the

Repairs

Our repair department is organized and equipped to render full and complete service to all users of CONKLIN Pens. Nowhere else can CONKLIN repairs be taken care of as thoroughly as in our Repair Department. We repair all makes of fountain pens (except stylographic pens) and can usually repair a pen and mail it back within twenty-four hours, particularly if these directions are followed:

- 1—When a new gold pen or any repairs are needed, send pen and holder complete so that old and new parts can be fitted together; otherwise satisfactory service cannot be promised.
- 2—Cash must invariably accompany repair orders from individuals, to insure promptness.
- 3—Empty ink reservoir before mailing pen and be sure to mark your name and address plainly on package.
- 4—To insure safe delivery, package should always be sent by registered mail or insured parcel post.

Price List of Parts and Repairs

Number Stamped on End of Barrel	Barrel	Cap	Pen Section	Feed	Lock-Ring	Ink Reservoir	Crescent Filler
2 NL - 2 P 3 NL - 3 P	\$1.00	.30	.50	.25	.25	.15	.30
4 NL - 5 NL - 6 NL 4 P - 5 P - 6 P	1.50	.35	.50	.25	.25	.15	.30
7 NL - 8 NL	2.00	.50	.60	.25	.25	.20	.35

	No.	2	3	4	5	6	7	8
GOLD PENS	Each	\$1.00	1.25	1.50	2.00	2.65	3.25	4.00

These prices do not apply on gold or silver mounted pens.

If gold pen becomes bent or strained through use, it indicates that it is too flexible for the owner's hand and should be exchanged for a stiffer one. If pen is not suited to user's hand in any way whatever, it will be exchanged by any dealer, if in saleable condition.

Gold Pens repointed or straightened, fifty cents each. Repointed pens cannot be warranted to wear well or to have the same quality of point or flexibility. Pens smaller than No. 5 are seldom worth repointing.

A Few CONKLIN Pointers to the Pen Clerk

The filling of a CONKLIN Pen is as simple as ABC. In our advertising have often stated "It's as easy as pressing the button of an electric bell," and that's literally true. And yet, in spite of that, there are some users of CONKLIN Pens who fill their pens incorrectly even after being properly instructed.

The Correct Filling Operation

The retail salesman can render a very valuable service to the purchaser if he will not only demonstrate the filling of the CONKLIN before delivering the pen, but explain very carefully that after the lock-ring has been turned and the "Crescent-Filler" depressed as far as possible, the gold pen *must be completely submerged in the ink so that it covers the end of the barrel (pen section)*, before releasing the "Crescent-Filler." If the gold pen is not thus completely submerged in the ink, air bubbles will be sucked up into the reservoir where they will prove an annoyance. Caution the purchaser to be sure and turn back the lock-ring to secure the "Crescent-Filler," after the pen has been filled. Then let him go through the operation himself.

The Correct Way to Screw on Cap

Another very important word of advice with which the retail salesman can render his customer a valuable service, concerns the manner of screwing on caps. We have mentioned this point before, but because of its importance, we will give it again for the sake of emphasis:—

In placing cap on pen, be sure to hold the pen point up, (which allows surplus ink in the feed channel and on the gold pen, to run back into the ink reservoir); screw cap down until it is seated, then give it just one quick little twist. This will make the pen absolutely ink-tight and non-leakable, and it can be carried in coat or trousers pocket or in lady's hand-bag without regard to whether it is in an upright position or not.

A Test for Non-Leakable Pens

The shoulder on the inside of the cap screws down firmly against the shoulder on the end of the pen barrel, thus enclosing the gold pen in an air-tight and ink-tight chamber. If it is desired to test a pen to see whether or not it is air-tight, compress the "Crescent-Filler" to discharge the ink, then while still holding down the "Crescent-Filler" with thumb, screw on the cap until it is firmly seated. If the pen is perfectly air-tight, the "Crescent-Filler" will remain depressed, because the reservoir inside is deflated. Unscrewing the cap will then permit the reservoir to expand

Fitting the Customer's Hand

Be sure to see that the customer gets a pen that both in style of point and size of barrel feels just as comfortable and natural in his hand as his favorite steel pen. Let the customer try every pen in the case, if necessary, until he feels absolutely satisfied. (That's one reason why a large assortment is much more satisfactory and profitable for a merchant than a small assortment—the purchaser has a larger selection and more chance to get just the pen that suits him.)

If the customer is unusually hard to fit with a suitable pen, suggest to him that he bring in the steel pen that he is accustomed to. If you have no pen in stock that has a pen action just like this steel pen, send the steel pen in to us and we will match it exactly.

VERY IMPORTANT

To reiterate, it is extremely important that the user be fitted with a pen that exactly suits his handwriting. Otherwise he may become dissatisfied with his pen later, to the detriment of us both.



OUR TRADE MARK

is registered in the United States Patent Office and foreign countries. No other pen manufacturer can use it without infringing. It is a guarantee and protection to the merchant and purchaser that he is getting the recognized leader among self-filling fountain pens, made by the original manufacturers.

The Conklin Pen Manufacturing Co.

Toledo, Ohio, U. S. A.

Conklin's
Self-Filling
Fountain Pen